IN THE SPECIFICATION:

Applicants thank Examiner Colbert for pointing out the typographical errors in the specification. Those typographical errors have been corrected in the amendments below:

Please <u>replace</u> the paragraph at the top of Page 27 with the following amended paragraph:

Given that m_k values can be determined through the present invention, and p_k values can be obtained from demographics vendors or by other means, the present invention can use Equation 1 to solve for v_i. This can be accomplished by defining an error ~~functions~~ such as:

Please <u>replace</u> the first full paragraph on Page 48 (beginning at line 3) with the following amended paragraph:

To determine individual persons, and not just a group percentage, matching a behavior, current set-top box viewer possibilities may be best fit to IDM calculation specification percentages for any event for the population of some graphic region or set of regions. In this way, individual behaviors can be determined. This best fit may be performed by spot-filling in a manner similar to that outlined above. Every person can be accounted for by the present invention, whether ~~are~~ at a bar, a neighbor's home, or their own home. The IDM specification percentage may be fit to evolutionary specification percentages for each box, thereby accounting for such deviations.